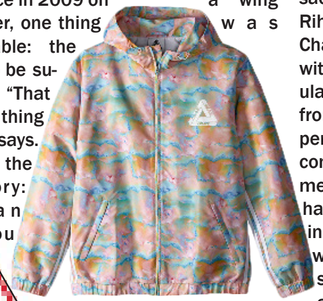
PALACE THE NEWBIE:

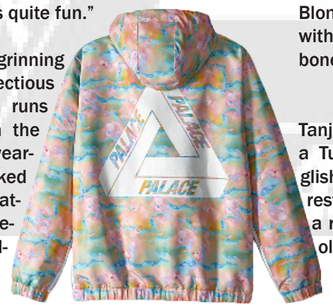


You might not have heard of skate brand Palace, but you will almost certainly have seen their logo. A triangle with Palace written along each side, it's spotted on the backs of hoodies worn by suburban teenagers, on shirts worn by Jay Z, on boys staring at the big screen in pubs, on the dancefloor of gay clubs and, in 2014, on England shirts produced by Umbro. It has even, thanks to her dad's tailor, been worn by North West, the indisputable trendsetter of the toddler world. Ring a bell now? Thought so. Founder Lev Tanju planned it that way. When the ex-skater set up Palace in 2009 on a wing and a prayer, one thing was non-negotiable: the logo had to be supersized. "That was a big thing for me," he says. "I told the factory: 'Can you make the logo as big as it will go on the back of the shirt, as far as the seam will allow …' I'm quite a garish person, I think."



Over the following seven years his hits have all been logo-heavy. They include a T-shirt with a Versace-like Medusa (worn by Rihanna) and a similar take on Chanel's double Cs. It's cheeky, with the right referencing, and popular with a varied demographic from Dover Street Market shoppers to young teenagers. "Dads come in and buy shit, it makes me so happy," Tanju says. "We have sons and dads coming in. I'm like 'yes' – because dad wants to be cool at work." At the store in Soho, London, there are queues outside for each new drop of stock. When I visit on a weekday afternoon, there's a steady stream of teenagers with their parents, US tourists and actual skaters. This regular supply of eager customers is down to a treat-'em-mean, keep-'em-keen policy: Palace only produces small runs of each design. Tanju says this is due to his short attention span, and a kind of Panini sticker "got-need" appeal. "There's a constant flow of little things," he says. "People come in to the shop, grab it and go, and then are like: 'I didn't get a particular T-shirt, why didn't I get it?' It's quite fun."





Tanju, a likable, grinning 33-year-old, has an infectious teenage energy that runs through his brand. On the day we meet, he is wearing Rupert Bear checked trousers, Palace sweatshirt and a cap. He is responsible for the product descriptions on the website, which have a cult following among Palace fans. For details on fabrics: "112% gully" (au-fait to anyone on the street, to anyone else), sweatshirt is explained with the words "I'm crav-ing deep-fried fucking cheese". "I sit in front the TV with a takeaway and type on my iPhone absolute nonsense in bullet points and people find it funny," he says. The culinary references are down to his penchant for the Food Network. Part of Palace's ability to keep its cool while growing as a business is down to that unbottleable thing: authenticity. Tanju lives and breathes skate culture, and talks fondly of spending 12-hour days skating at the Southbank skate undercroft as a teenager. He started making videos of his friends' tricks, and Palace, the label, followed, initially as a way to sponsor skaters, and named in ironic tribute to the scuzzy flat Tanju lived in at the time. He partnered with friend Gareth Skewis and signed skaters Blondey, Chewy and Lucien, who still work with the company now. "We have a backbone," says Tanju. "There's a skate gang and a crew of people."



Tanju grew up in south London, the son of a Turkish ex-pro footballer father and English mother who worked in the family restaurant. Together they ran Jack's Place, a restaurant in Clapham where Jack Nicholson and Bros ate. "There would be two massive bouncers outside, and Bros were inside having a Sunday lunch, back when Bros were Bros," he says. There is quite a lot of nostalgia for the 90s in Palace – from the T-shirt with a "Mitsubishi" pill on it (the favoured brand of ecstasy in the decade), to references to films such as Terminator, and laddy staples including signet rings. This, no doubt, appeals to the Palace customers who were around at the time and those who are discovering it now in a #retrolol way. "I guess it's when I was young and I could do whatever I wanted," says Tanju. "It's a banging time to think about." Ultimately, Palace's success might be down to something really simple: Tanju is entrenched in the cool crowd but he is anything but a snob. He thinks it's great when his mum texts him to say she saw someone in a Palace T-shirt in Liverpool, and he sheepishly admits to a past that involved "working in every skate shop in London" selling micro-scooters to children. He says he rarely "seeds" clothes to celebrities such as West, in the hope they'll post a selfie on Instagram: "We make it and that's it. If you want it, come to the shop. If someone really nice phones up [for a T-shirt], then of course. If Elton John rang up, I would be like, 'Sure Elton John.'" Elton John in a Palace T-shirt? It's only a matter of time.







SUPREME THE LOVE FOR BOX LOGOS!

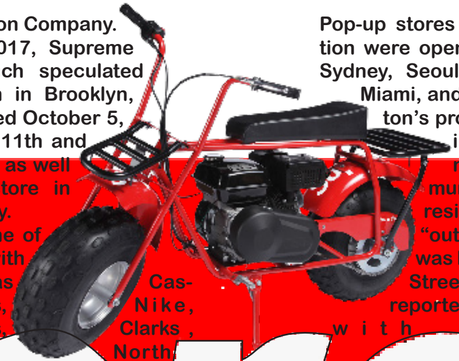
The first time I heard about Supreme I was in high school. I saw that one of my friends had it on and immediately fell in love with that box logo. I never knew how to actually get supreme for myself but eventually I found out that every Thursday at 11 am is the time that the world will wait until I get that shirt, hoodie, accessory etc. As time goes on Supreme has grown so much popularity, making very hard to get everything I would like to get.

Supreme is a skateboarding shop and clothing brand established in New York City in April 1994. The brand caters to the skateboarding, hip hop and rock, to the young culture in general. The brand produces clothes and accessories, and also manufactures skateboards. The distinctive red box logo with “Supreme” in white Futura Heavy Oblique is largely based on Barbara Kruger’s propaganda art.



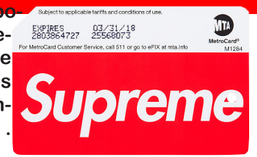


The brand was founded by James Jebbia. Although he was born in the US, he lived in England until he was 19 The first Supreme store opened on Lafayette Street in downtown Manhattan in 1994.It was designed with skaters in mind with a unique design for the store layout: by arranging the clothes around the perimeter of the store, a large central space permitted skaters with backpacks to skate into the store and still feel comfortable. In 2004, a second location was opened on North Fairfax Ave in Los Angeles, California, which is nearly double the size of the original New York City store and features an indoor skate bowl. Other locations include Paris Opening in March 2016, London Opening in September 2011, Tokyo (Harajuku, Daikanyama and Shibuya), Nagoya, Osaka, and Fukuoka.The additional locations emulate the original Lafayette Street store’s design. Supreme stocks its own clothing label and Vans, Nike SB, Spitfire, Thrasher and Girl Distribution Company.



On October 3, 2017, Supreme announced a much speculated store would open in Brooklyn, New York. It opened October 5, 2017 and is their 11th and most recent store, as well as the second store in New York City.

Supreme has a line of collaborations with brands such as Nike, Air Jordan, Vans, Clarks, Cascorva productions, The North Face, Hanes, Playboy, Levi’s, Timberland, Comme des Garçons, Stone Island, White Castle, and Hysteric Glamour. On January 18, 2017 luxury fashion company Louis Vuitton held a fashion show where a collaboration between the two brands was confirmed.



Pop-up stores featuring the collaboration were opened on June 30, 2017 in Sydney, Seoul, Tokyo, Paris, London, Miami, and Los Angeles. Louis Vuitton’s proposal for a pop-up store in New York City was denied by Manhattan’s Community Board No. 2 after residents expressed their “outrage that such an event was being proposed for [Bond Street]”.In 2017, The Dapifer reported that Lacoste partnered with Supreme for a limited men’s capsule collection. Supreme has released skateboard decks featuring the artworks of Harmony Korine, Rammellzee, Ryan McGinness, KAWS, Larry Clark, Jeff Koons, Richard Prince, Christopher Wool, Nate Lowman, Damien Hirst, and John Baldessari. In addition, they have collaborated with other photographers, artists, and designers such as David Lynch, Robert Crumb, Marilyn Minter, Takashi Murakami, Daniel Johnston, Peter Saville, Futura 2000, Bad Brains, H. R. Giger, Mark Gonzales, M.C. Esher, and Dash Snow.



Fashion photographer Terry Richardson has produced some of the brand’s most notable photographs, including of Michael Jordan, Kermit the Frog, Three Six Mafia, Lou Reed, Lady Gaga, Neil Young, Gucci Mane, Nas, Morrissey. Kenneth Cappello made some of Supreme’s most notable photo tees like Mike Tyson, Dipset, Michael Jackson, and Raekwon.

In 2017 Supreme asked Circlemakers a group of crop circle makers from the UK founded by the artist John Lundberg to create a massive crop circle of the Supreme box logo at a secret location in California. The crop circle can be seen in the short film produced by Supreme called Crop Fields.





On October 6, 2017, Supreme founder Jebbia confirmed that the skater-inflected label had sold a significant stake in the company of roughly 50% (around $500 million) to private equity firm The Carlyle Group. We will see what will be up and coming for Supreme in the years to come given the certain circumstances.



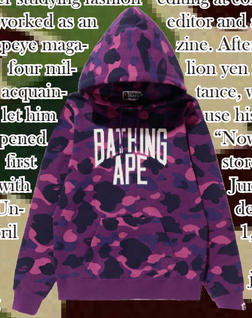
A BATHING APE



THE STORY OF "A BATHING APE."

A Bathing Ape or BAPE, is a Japanese clothing brand founded by Nigo (Tomoaki Nagao) in Ura-Harajuku, district in Shibuya, Tokyo, Japan) in 1993. Nigo, cites his mother and father, who were a nurse and a billboard maker respectively, as major influences in the development of his character, though because they both worked, he spent a lot of time alone with toys. He also credits DJ/fashion guru Hiroshi Fujiwara as his business model. His nickname means "number two" in Japanese; the MD of Astoarobot, the fashion store, coined the moniker when he noted the physical resemblance to Fujiwara. Nigo cites his early influences as Elvis, The Beatles and hip-hop acts such as Beastie Boys and Run-D.M.C.

After studying fashion editing at college, he worked as an editor and a stylist for Popeye magazine. After borrowing four million yen from an acquaintance, who also let him use his shop, he opened "Nowhere", his first store, along with Jun Takahashi of Undercover, on April 1, 1993, in Ura-Harajuku. Deciding to start his own brand, he named it after the 1968 film Planet of the Apes. According to Nigo, the name "BAPE" is a reference to "A Bathing Ape in Lukewarm Water". Japanese people typically have daily baths in water at temperatures above 40 degrees Celsius (104 °F). As such, to bathe in lukewarm water is to complacently overindulge. This is an ironic reference to the lazy opulence of the younger generation of Japanese, the brand's own customers. To expose the brand he gave T-shirts to the musician Cornelius who wore them when performing. For two years he produced 30 to 50 shirts a week, selling half and giving half to friends.





In 1997, Nigo released his debut album Ape Sounds under Mo'Wax, with DJ/Producer James Lavelle of UNKLE. Nigo is also co-owner and head designer of Pharrell Williams' clothes brands Billionaire Boys Club and Ice Cream.

The brand specializes in men's, women's and children's lifestyle and street wear, running 19 stores in Japan, including Bape Stores, Bape Pirate Stores, Bape Kids Stores, Bapexclusive Aoyama, and Bapexclusive Kyoto. The Kyoto store also includes Bape Gallery, a space used for various events and art shows sponsored by Bape. There are also stores located in Hong Kong, New York City, London, Taipei, China, Bangkok and Singapore. The company previously operated (Busy Work Shop), Bape Cuts hair salon, Bape Café, BABY MILO and Foot Soldier. Nigo also founded the secondary lines AAPE (by A Bathing Ape) and BAPY (Busy Working Lady).

On February 1, 2011, it was announced that A Bathing Ape had been sold to Hong Kong fashion conglomerate I.T Group. I.T purchased a 90.27% stake in A Bathing Ape. In a transaction encompassing $21,850,000 HKD (approx. $2.8 million USD), I.T purchased a total of 668 shares. Exact details regarding the creative future and expansion of A Bathing Ape are unknown; however, A Bathing Ape founder Nigo remained on board as the Creative Director for the next two years. Nigo then left the brand in 2013.



Bape isn't just a clothing line; it's a lifestyle. And it's that same idea that Camargo thinks draws plenty of fans to the brand. "Besides Polo, few brands have been able to encompass a lifestyle," he explains. "Supreme does it, but more as a novelty. Bape knocked it out the park by making everything. Their approach to collaborations were also lifestyle based, like the Pepsi can and the MAC makeup. It was like, 'How can we infiltrate your er?'"



entire life and make it cool-Bape currently sells various Bape-branded products, including towels, mugs, rugs, and more.

Back in the day, Bape was only available in Japan, which meant you either needed to know someone to get your hands on an item or track some down on eBay or Rakuten, the Amazon of Japan. Customers were also limited to only one piece of any product, and it had to be in their size. That exclusivity built hype around the brand. While Bape was eventually sold at Union, and now retailers like Undefeated (also a past collaborator),RSVP Gallery, and Concepts, it's still relatively limited. "You have to have a partnership with them just to even carry the brand," says Alex Bruzzi, head buyer at Undefeated.

"People always want exclusivity, and that came with Bape," adds Camargo. "Supreme didn't give you the luxury feel. When you went to Bape, it was like you were buying at Louis Vuitton." According to Camargo, the brand's flagships—designed by interior design firm Wonderwall, which has also worked on Uniqlo's retail concepts and the new Samsung space in Manhattan's Meatpacking District—created a grand experience for consumers, which helped continue to elevate the brand. Bape's Shibuya store features a multi-color LED system for the stairs; the Harajuku shop was inspired by American diners. "The stores were crazy," says Camargo. "You wanted to see other Bape stores."

Still, exclusivity and store design aside, what's truly helped Bape stay relevant is its strong brand DNA. "It has an extremely strong aesthetic," says Lawrence Schlossman, former Complex and Four Pins editor and current brand director at Grailed. Bape frequently collaborates with other brands and features characters from popular media such as SpongeBob Square Pants, Marvel comic characters, Nintendo, DC Comics, and Hello Kitty and the Sanrio Family. These designs are used throughout the Bathing Ape range, on goodies, accessories, hoodies, jackets, T-shirts and shoes. A Bathing Ape has also collaborated with many other famous brands such as Pepsi, Coca-Cola, Comme des Garçons, Undercover, Neighborhood, mastermind Japan, Supreme, Casio and artists such as Biggie Smalls, Beastie Boys, Pharrell, UNKLE, Kanye West, A$AP Rocky, Juelz Santana, Pusha T, KAWS, Kreayshawn, Linkin Park, Gary Panter, Big Sean, Lil' Wayne, Chris Brown, Flatbush Zombies, Travis Scott, Kid Cudi (whom used to work in the SoHo store in NYC) & many more!



